Fur Demand Greater Than Ever



Below, on left, Persian turban, blue felt with curious wings called

palms worn with a coachman's collar of undyed caracul, with muff to match. By Evelyn Varon. On the right, an afternoon coat of sheepskin in gray pressed down with heavy embroidery done in silver threads. The high collar and Spanish sleeves are in high fashion.

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By ANNE RITTENHOUSE.

The ultimate consumer believes even the animals are leagued against him. His beef costs a pretty penny, her furs cost the last cent in the bank.

Do you remember a vivid and extravagant English story during the last year of the war in which a new terror was abroad in Great Britain, in which the animals of every species were mysteriously banded together to exterminate man who had killed them and misused them for centuries? After reading it one had the horrible feeling that some day this thing might happen.

The average person who goes to buy a piece of peltry to keep the body warm or to be a first aid to vanity warm or to be a first aid to vanity warm or to be a first aid to vanity of the last warm or to be a first aid to vanity warm or to be a first aid to vanity warm or to be a first aid to vanity of the last collars to the collars are in high fashion.

As the had the short said averaging \$7,000 apiece is easily credited when occurs over here.

Once a dealer said there was only one for garment costing \$5,000 in America and it belonged to Mrs. Astor. Just try to count the number now that sell at the price and much higher. Whether or not, such extravagance will continue is not the question for a fashion writer. The simulating fact is that it is in full lawing to-day.

There was a time, possibly when Mrs. Astor had the short sable cape, when the sealish sacque went along with diamond earrlings as symbols of wealth and fashion and a woman nor her husband did not cavil at paying a goodly price for such valuable assets to the wardrobe, because they were looked upon in the light of heirlooms. No such comforting thought can excuse the purchase of furs this season.

The average person who goes to buy a piece of peltry to keep the body warm or to be a first aid to vanity by the constraint of the process of the pr

rashions change in the twinkling of a piece of peltry to keep the body warm or to be a first aid to vanity would undoubtedly think the story true if it could be satisfactorily reasoned out that the animals could have had a part in the making of the common act.

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ave had a part in the making of rices.

Every kind of excuse is given for tese figures. Labor, always labor, is the burden of the cry. If man must et for this work what he demands in these figures. Labor, always labor, is the burden of the cry. If man must get for this work what he demands in

these figures. Labor, always labor, is the burden of the cry. If man must get for this work what he demands in money, then woman must pay for her caprices.

Peitry is really a caprice. It is not a necessity. It is a non-essential. The woman on a moderate income in other countries does not look above cloth for a fabric to keep her warm, but the American is so accustomed to fur that she has come to believe that it is the sartorial salt of the earth.

Neither the purse nor the fur can be too poor to supply the need. A woman does not appear to think that the costume is quite and utterly spoilt by a sordid bit of pelt dangling from the ineck. It is fur. Therefore the wearer is in the procession.

When the furriers began to delve into the substrata of hides and bring out pieces that could be turned 'into costly addenda to the costume, sordid fur became less easy to purchase. All became gold to the fur workers, who knew how to put a glitter on it.

The price of labor was the thing, not the value of the sikin, and when it became an expensive capries to own fur women no longer dissembled; they gave up trying to disguise the name of squirriel under that of chinchilla.

No furrier needs to rechristen an animal in order to get the price his work demands. That day of mystery is gone. Now cat is cat and pigs are pigs. If they happen to be sheep, as many new pelts are, the name is giesfully attached to the coat that costs nearly a thousand dollars.

The Glory of Sheepskin.

"Sheep," you say in a high pitched voice. "to cost that price when, they are killed to another fur, and they are them in the dear the mile of them."

"Ah, but the men who tend and kill them and transport them to the furriers, who take charge of them before we get them in the finished state must."

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"Ah, but the men who tend and kill them and transport them to the furriers, who take charge of them before we get

"Ah, but the men who tend and kill them and transport them to the furriers, who take charge of them before we get them in the finished state must be paid over 60 per cent. of their old wages, so sheepskin is a valuable commodity and must be paid for like squirrel." is the answer.

"But squirrel." argues the ultimate consumer, "surely is not expensive. A few years ago one would not own to wearing it after the nursery had been discarded."

"Squirrel." echoes the furrier, his voice

Furs Placed on Frocks.

"Squirrel," echoes the furrier, his voice "Squirrel," echoes the furrier, his voice getting more excited, "are hard to catch, and negro boys do not shoot them down in an autumn day and string them for selling. These animals are as difficult to manage as Russian sable and ermine, therefore this little box coat will cost you eight hundred dollars, please."

"And raccoon," weakly pursues the consumer, "surely the Southern woods are full of that delectable animal. They are as cheap as sweet potatoes."

Think of casually pleater founces of

are as cheap as sweet potatoes."

"Chear. whe—" asks the seller of skins. "Raccoons are raised on farms by experts and their price is as high as a plumber's or a paperhanger's a day. By the way, is there anything cheap about sweet potatoes." is the final sentence to the argument.

The ultimate consumer, who bear's the world's burdens to-day, remembers aste paid 45 cents for one sweet pointo at a Philadelphia restaurant last week.

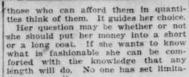
There must be a cache of pelts somewhere on the planet. There must be a caye at the mouth of which

Philadelphia restaurant last week.

Names Not Now Changed.

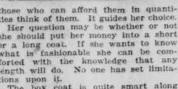
The mystifying fact in the whole situation is that every woman seems to be armed with enough money to buy furs plentifully. She looks like a cave woman when she goes abroad.

She does not stop at paying any price, if one listens to the furriers. The announcement made by a French house that the day after the armistice half a French woman has a motoring suit of



Just how the small neckpieces wil





those who can afford them in quantities think of them. It guides her choice. Her question may be whether or not she should put her money into a short or a long coat. If she wants to know what is fashionable she can be comforted with the knowledge that any length will do. No one has set limitations upon it.

The hox coat is quite smart along with a homespun, serge or duvetyn skirt, provided the latter is not pleated. The smart world is quite weary of that model. It wants its skirts plain, narrow and well fitting.

The short coat is undoubtedly better than others for walking. It was invented to give women a chance for locomotion without exhaustion. The long one serves well for any occasion to which one goes on wheels. It has capacious pockets, a collar that is plastic in shape, and sometimes it retains the straight waistcoat that gave furriers a chance to use up more fur. If one yearns for something newer, smarter, the cape is the thing, although one cannot help feeling that it is overdone. The dressmakers insist upon kneelength coats with an unusual flare, one that makes the mind run off on all kinds of speculation. Is that the new silhouette we must confront? is the first question. Sufficient to the day is the vii ette we must confront? is the first ques-tion. Sufficient to the day is the evi-thereof. Let the future take care of the

be used and what one is to do with long scarfs is interesting. Go on wearing them, probably, until they rise again to the top of the fashion. They are not there now. The desire of the hour is for attached fur, something that is shaped to fit a garment or that is part

shaped to fit a garment or that is part of a garment.

The large fox brandishing head, claws and tall is not commonly seen. The high collar, reminiscent of royal coach-men, is at the front of style. The scarf, when it is worn, is attached to a waist deep shawl that is twisted here and there by the wearer in the manner of those who like to manipulate drapery.



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Following are a few of the specials to be found in our Rebuilt Piano Department

Used UPRIGHT PIANOS | Used PLAYER PIANOS

90 McDonald	\$5	Monthly Until Paid	\$425	Euterpe		Until Pa
65 Anderson	6	Monthly Until Pald	475	Wagner	12	Monthl Until Pa
75 Harrington		Monthly Until Paid	495	Cecilian	15	Month! Until Pa
80 E. Gabler		Monthly Until Paid	510	Stroud	15	Monthl Until Pa
90 Weser Bros.		Monthly Until Paid	525	Lohmann		Month!
75 Richmond		Monthly Until Paid	585	Haynes	15	Month! Until Pa
	0+1	anes Are	Cto	inman &	Con	Cont

Among Many Others Are Steinway & Son, Goetz & Co., Sohmer & Co., Chickering, Bradbury, P. Ritzheimer

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VICTROLAS **SONORAS** Grafonolas \$25 to \$450 Reasonable Terms

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RUGS---At the Year's Lowest Prices Karnak Wiltons and Other Famous Weaves

THIS is an extraordinary event—and the more one is versed in the qualities of Rugs made in this country, the more these exceptional values will be appreciated. They represent the highest class of American woven Rugs-Rugs that are not very far removed from the Oriental production which costs several times the amount asked for these. All the newest patterns and color effects. The prices are the record of value.

Karnak Wilton Rugs

Finished with Fringe . 11¼ x13½ Rugs, formerly \$278, at \$210. 9x15 Rugs, formerly \$250, at \$195. 9x12 Rugs, formerly \$180, at \$126. 8¼ x10½ Rugs, formerly \$183, at \$125. 36x63 inch Rugs, formerly \$30.75, at \$23.50. 27x54 inch Rugs, formerly \$18.75, at \$14.50.

Runners to Match 2 ½ x12 feet, formerly \$51.50, at \$39.50. 2 ½ x15 feet, formerly \$64.50, at \$47.50.

Sedan Worcester Wilton Rugs Finished with Fringe 11¼x13½ Rugs, formerly \$238, at \$199 9x15 Rugs, formerly \$215, at \$192.50. 9x12 Rugs, formerly \$154.50, at \$124.50. 8 14 x 10 1/2 Rugs, formerly \$140.50, at \$117.50.

Balbeck Wool Wilton Rugs Finished with Fringe 9x12 Rugs, formerly \$120.50, at \$96. 8 1/4 x 10 1/2 Rugs, formerly \$110.50, at \$93.50.

Akbar Wilton Rugs Finished with Fringe 9x12 Rugs, formerly \$109.50, at \$92.50. 6x9 Rugs, formerly \$65.50, at \$52.50.

Alex. Smith & Son's Seamless Axminster and Velvet 9x12 Rugs A large assortment of the newest

Chinese and Persian patterns and colorings. \$92.50 Axminsters at \$81.50.

\$88 Axminsters at \$76.50. \$79 Axminsters at \$68.50. \$64.75 Axminsters at \$55. \$66 Velvets at \$58.50. \$80 Velvets at \$68.50.

Beautiful Blouses

Silk-Georgette Crepe-Tricolette-Satins

\$7.50 to \$12.50 Values---Sale \$5

Adorned by Beading, Embroideries of Silk and Wool, Lace Trimmed Color Contrasts in Smart Vestees

THESE charming Blouses are offered at amazing re-I ductions and mark the downward trend of prices in November's first sales.

Each style group is distinguished by its individual note, it may be adornment of iridescent beads combined with metal threads or rich silk and wool embroidered designs or an out of the ordinary sleeve or novel belt, but all are fashioned with care for detail in materials of superior

Some of soft, lustrous silk in Persian pattern in overblouse style in tints of blue and rose, finished by narrowest of two-toned satin ribbon and tiny buttons at the neck.

Loveliest of orchid shade, tan or flesh is the dressier model with lace-trimmed plaited frill to finish a neck whose collar is wide, with daintiest of pin tucks at the edge.

A most desirable suit Blouse in the heavier quality of tricolette hand embroidered in wools in contrasting shades. A specially smart tie-on model in brown, navy and black.

Blouses of Fascinating Styles All Suit Shades-White and Flesh

Grouped at the remarkable price of \$5 are other Blouses and almost innumerable the variety of styles and trimmings. Among them are rich navy Georgette crepe finished with an edge of tan and embroidered. A brown Georgette is made gay with embroidered designs in brilliant henna, and chenille wrought motifs play an important role in embellishment.

Necks are round and square and either collared or collarless. Sleeves are long and three-quarter, and every style is included, the over-blouse, the tuck-in styles, tunics

This is an opportunity unequaled for the woman who needs to complete her wardrobe with several of the better

Untrimmed Hats: Smartest Styles Values \$4.95 to \$8.95: A Sale, \$2.95

SELECTION of the beautiful Beaver Hats that are fashioned with crowns of hatter's plush, many with rich panne velvet and others are semi-trimmedall in the most approved shapes, the sailor, the straight brims, Continentals and the close-fitting Turbans. Shapes, all of them, that have especially youthful lines and are easily adorned by some simple bit of trimming that is ef-

Mill Ends of Dress and Suiting Fabrics \$2.95 Yard : For Values Up to \$4.95

THIS IS a mill's surplus of odd lengths of fashionable dress and suiting fabrics, and because of that fact they are offered for this astonishingly low price.

There are plain and fancy weaves, all 54 inches wide, and the entire lot will be sold on special tables in the Dress Goods Store to-

The plain weaves include Tricotines, Poiret Twills, Serges and Velours in a variety of shades, including plenty of navy blue. The fancy weaves include a splendid assortment of checks, plaids

In lengths suitable for skirts, suits or dresses and values up to \$4.95, for \$2.95 a yard. None sent C. O. D. No mail or telephone orders filled.

Second Floor.

Boys' All-Wool Suits, \$13.50 Formerly \$25, \$27.50 and \$30

PECIAL clearance of all broken lots of boys' all-wool Suits which have been accumulating during the last two weeks; Suits that have been \$25, \$27.50 and \$30, all to go at \$13.50.

Not all sizes in every lot, but all sizes from 8 to 18 years in the collection. So there is certain to be a Suit that will fit your boy in this exceptional gathering of the better kind of boys' Suits. Boys' Store, Main Ploor

\$6 "Moon-Glo" Satin at \$3.68

TO THIS EXTRAORDINARY offering of "Moon-Glo" Satin we add "Moon-Glo" Crepe Meteor and also included in tomorrow's sale are thousands of yards of black and colored silk for uses as many and as varied as the quantity and quality suggest.

Silks for the evening gown, for street frock, for wrap, satins and also crepe de chines, taffetas and Georgette crepes to fill every role in fashion's wide domain.

\$6 "Moon-Glo" Satin At \$3.68

The great demand created dur-ing the Loeser sale of "Moon-Gio" Satin has prompted even greater effort for the coming week, when the needs of profes-sional and home modistes will multiply for the opening season

society events. We offer a perfect assortment of evening and street shades. "Moon-Glo" Satin is incomparable in wearing qualities! It never wears rough. It is richly lustrous in appearance and is the best value for the least money and recognized as such today. Look for the name on the selvage edge. That tells the story of quality; 40 inches wide, all silk.

\$6 "Moon-Glo" Meteor Crepe, Special, \$3.68

To this great silk sale is added the exquisite "Moon-Glo" Crepe Meteor, generally sold even at a higher price than "Moon-Glo" Satin. This "Moon-Glo" Meteor Crepe is the purest silk and 40 inches wide. Upwards of forty of the most wanted shades represent the full color line for evening and street wear, including black, white, African brown, navy and other desirable colors.

Women's Fawn Buckskin Boots \$7.35 Pair. Today's \$18 Value

WERE fortunate in securing this lot of Boots to sell at this very low price. Of form skin, in a lace model, made over a dressy last with medium vamp, no tip and French heels.

A Shoe that will add a distinctive touch to any toilette, and the opportunity to secure them at a liberal concession in price. In a good range of sizes.

Maty Floor, Eim Place

Filet and Brussels Nottingham Curtain \$1.95 to \$7.98 Pair, Values \$3.50 to \$12

THANKSGIVING comes on apace and getting the home ready for this festive day means much preparation.

Undoubtedly many new Curtains are to be bought, and those who have made up their minds to get them will find at Loeser's tomorrow many splendid groups of new Curtains and the opportunity to buy at a much smaller price than ordinary. There are a thousand pairs of these Nottingham Curtains, in Filet and Brussels designs. The Filet Net Curtains are in white

and ecru: \$1.95 pair for \$3.50 values \$2.75 pr. for \$3.75 and \$4 values \$3.65 pair for \$5 and \$6 values \$7.95 pr. for \$11 and \$12 values

\$2.50 to \$13.50 Marquisette and Scrim Curtains, \$1.75 to \$8.95 Pair Fifteen hundred pairs in fifty-five pretty styles in white and ecru. Plain hemstitched, hand drawn-work, lace edge and French

\$1.75 pair for \$2.50 to \$3 values \$2.95 pr. for \$3.50 and \$4 values \$4.45 pr. for \$5.75 and \$6 values \$5.75 pair for \$7 and \$8 values \$6.85 pair for \$9 and \$10 values \$8.95 pair for \$11 & \$13.50 val.

Marie Antoinette Lace Curtains Sixteen hundred and fifty airs in thirty-five handsome

pairs in thirty-five handsome French designs; in white and \$4.98 Pair, Values to \$8 \$6.50 Pair, Values to \$10 \$8.98 Pair, Values to \$14 \$10.95 Pair, Values to \$14

Imported Irish Point and Duchesse Lace Curtains Six hundred and fifty pairs of beautiful net Curtains in white

\$8.50 Pair, Values to \$12 \$12.75 Pair, Values to \$17.50 \$14.25 Pair, Values to \$20 \$16.75 Pair, Values to \$22.50 \$18.50 Pair, Values to \$25 \$4 and \$4.50 Marquisette Panel

Curtains, \$3.45 Each \$6 and \$6.75 Marie Antoinette Panel Curtains, \$4.98 Each

\$7.50 and \$9 Marquisette Panel Curtains in white and ecru.

Values to \$1.15 Five hundred handsome Panel rich colorings and artistic pat-urtains in white and ecru.

\$12 to \$13.75 Imported Lace Arabian Panel Curtains at

\$10.95 Each

Two hundred and fifty elab-orate effects in white and ecru.

Curtain Marquisettes and

Scrims, 59c. Yard,

Values to 8oc

Four thousand five hundred yards in white, cream and ecru.

Figured Filet Curtain Nets 29c., 39c. and 59c. Yard.

Values to goc

Five thousand yards in small dainty figured designs in white,

5,000 Yards Handsome

Cretonnes

49c. and 59c. Yard,

cream and ecru.

\$9.75 and \$10.98 Verdure Tapestry Couch Covers, \$7.98 Each \$29.75 Imported Tapestry Couch Covers, \$19.75 Each One hundred and fifty serviceable Couch Covers in rich colorings. The \$19.75 Covers are in Oriental rug patterns.

Handsome Reversible Velour Portieres, \$29.75 In fifteen rich color effects, blue, brown, rose, olive green, gold, mulberry, red, etc. Some both sides alike; others in contrasting

Third Floor.